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INTERACTIVE TELEVISION PROGRAM GUIDE
WITH ENHANCED USER INTERFACE

Technology Center 2600

This application claims the benefit of Vogh et al. U.S. provisional patent application Serial No. 60/156,111, filed September 24, 1999, Vogh et al. U.S. provisional patent application Serial No. 60/161,896, 5 filed October 27, 1999, Moore et al. U.S. provisional patent application Serial No. 60/170,386, filed December 13, 1999, and Moore et al. provisional patent application Serial No. 60/202,302, filed May 5, 2000.

Background of the Invention

10 This invention relates to interactive television program guides, and more particularly, to interactive television program guides with enhanced user interfaces.

Interactive television program guides are 15 well known. It is desirable to provide user interfaces for interactive television program guides that enhance the user's guidance experience. It is also desirable to include advertisements and e-commerce opportunities within program guides.

20 Summary of the Invention

These and other objects of the present invention are accomplished in accordance with the principles of the present invention by providing an 25 interactive television program guide system having an enhanced user interface. The interface of the present